



FOR IMMEDIATE RELEASE
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FACT SHEET

Mayor Sanders Announces Plans to Expand San Diego Convention Center

Convention Center Board to Vote This Friday on Land-lease Purchase Agreement

After months of discussion, San Diego Mayor Jerry Sanders joined today with Convention Center officials and City Councilman Kevin Faulconer to announce plans for a major expansion of the San Diego Convention Center. The move would allow San Diego to retain and attract larger conventions such as the wildly popular Comic-Con.

On Friday, September 26, the San Diego Convention Center's Board of Directors will consider a land-lease purchase agreement for a piece of property adjacent to the existing center that would be used for the expansion. If approved, the agreement would authorize the planning necessary to determine how the expanded facility would fit onto the site, how much additional space it would provide, and how much the expansion project would cost. Design and financing options would be the focus of a year-long public input process.

“Without question, this signature building that stands behind me is one of our city’s greatest – if not the greatest – civic accomplishments of the past 25 years, and the best investment ever made by local taxpayers,” said Mayor Sanders, who called for the expansion of the center in his State of the City Address earlier this year. “This facility is a goose that lays golden eggs for taxpayers. For every one dollar of tax revenues invested, it returned \$2.36 in tax revenues this past year. But like that goose, if we don’t protect our investment in this facility, the golden eggs can go away.”

The current lease-holder on the land is Fifth Avenue Landing LLC. The purchase price is expected to be \$13.5 million. The money used to purchase the leasehold would come from operating reserves generated by the Convention Center. The expansion could include development of a convention-oriented hotel and a water transportation center. Hotel development has the potential to reduce the need for tax revenue to finance expansion of the Convention Center.

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WHY CONSIDER EXPANSION:

Many of the Convention Center's most lucrative conventions now require more space than the current Center can provide.

FACT: *Comic Con is the Convention Center's current single largest convention in terms of attendance. Comic Con has outgrown the current facility and will be forced to move from San Diego without expansion of the Center.*

EVENTS THAT HAVE, OR MAY OUTGROW THE CONVENTION CENTER WITHOUT EXPANSION:

Convention	Estimated Attendance	Estimated Total Room Nights	Last Confirmed Year
American Academy of Orthopedic Surgeons	31,000	58,000	Feb 2011
American Association of Retired Persons	25,000	29,000	Sep 2002
American Institute of Architects	25,000	28,000	Jun 2016
American Pet Products Manufacturing Association	10,000	8,380	Feb 2008
American Public Transportation Association	19,000	26,000	Oct 2008
American Urological Association	18,000	44,910	May 2016
ASIS International	22,000	30,000	Sep 2006
Biotechnology Industry Organization	25,000	50,090	Jun 2012
Comic Con	125,000	33,000	Jul 2012
ESRI	12,000	21,000	Aug 2015
Golf Course Superintendents	15,000	32,000	Feb 2022
Health Information Management Systems Society	28,000	53,000	Feb 2006
Microsoft Convergence	9,000	22,000	Mar 2007
Produce Marketing Association	18,600	19,000	Oct 2006
Society for Neuroscience	32,000	52,900	Oct 2016
Water Environment Federation	16,000	29,000	Oct 2007

The Convention Center is forced to turn away more than a year's worth of business annually along with millions of dollars of additional tax revenues and economic activity for the City of San Diego and local businesses.

For example, in 2006, the Healthcare Information and Management Systems Society (HIMSS) convention brought more than 25,000 attendees to San Diego and generated nearly \$2 million in taxes. At the Convention Center's current size, HIMSS cannot return to San Diego despite a desire to do so.

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HOW THE CONVENTION CENTER IMPACTS THE REGIONAL ECONOMY:

- The Convention Center generated \$1.8 billion in regional economic impact and \$31.9 million in tax revenue in 2007-08.
- Since it opened 20 years ago the Center has generated \$16.2 billion in regional economic impact and \$327 million in tax revenue.
- More than 12,500 local jobs are tied to spending from those attending events in the facility.
- For every tax dollar invested in the Convention Center, it returned \$2.36 to San Diego taxpayers this past year.
- The Convention Center generated nearly \$32 million in tax revenues to the City of San Diego in the last fiscal year.